

Maulana Azad National Urdu University
Programme: **B.A. English**
III Semester Examination, November/December-2024

Course Title: **Effective Writing: Academic and Business** Course Code: **BNEN301SET**
Time: **2 Hours** Total Marks: **35**

Note: This question paper consists of (3) parts: Part – A, Part-B and Part-C. Number of words to answer each question is only indicative. Attempt all parts.

Part–A contains (5) compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries (1) mark. **(5x1=5-marks)**

Part-B contains (8) questions, of which students are supposed to answer (5) questions. Answer each question in approximately 100 words. Each question carries (4) marks. **(5x4=20 marks)**

Part-C contains (2) questions, of which students are supposed to answer (1) question. Answer each question in approximately 250 words. Each question carries (10) marks. **(1x10=10 marks)**

Part - A

1. Answer the following:

- i. A _____ is a document that outlines a proposed research project.
A) Research Output B) Research Proposal C) Abstract D) References
- ii. A concise summary of a research paper or article is called _____.
A) Research Output B) Research Proposal C) Abstract D) References
- iii. A _____ is a comprehensive summary of previous research on a specific topic.
A) Literature Review B) Bibliography C) Research Methods D) Contents
- iv. What is the primary advantage of using digital media for business communication?
A) Lower cost B) Faster delivery C) Increased interactivity D) All of the above
- v. Which of the following is NOT a common element of a professional email?
A) Salutation B) Body C) Closing D) Emojis

Part - B

2. Match the following

Memo	A detailed record of the proceedings of a meeting.
Email	A formal document outlining a plan or course of action.
Report	A formal document presenting information, findings, or recommendations.
Proposal	An electronic message sent from one device to another.
Agenda	A visual aid used to communicate information to an audience.
Minutes	A list of items to be discussed at a meeting.
Presentation	A brief written communication, often used within an organisation.

3. Differentiate between academic and non-academic writing.
4. Describe the typical structure of a research article.
5. Explain the importance of referencing in academic writing and provide examples of citation styles.
6. Write an email to your teacher requesting an extension for your assignment.
7. What is digital media and how to write effectively for it?
8. What are the key components of an abstract of a research work?
9. Suggest some effective strategies for improving academic writing?

Part - C

10. Develop a research proposal for a mini-research project on a topic of your choice.
11. Draft a sample Minutes of a Meeting that you have recently chaired.
